

Applicants:
Appln No.:
Filed:
Page 8 of 9

Sivakumar Muthuswamy et al.
09/472,927
12/27/1999

Examiner: Gravini, Stephen Michael
Group Art Unit: 3622
Atty. Docket: CM01363L

REMARKS

In the final office action, the Examiner has restricted the application indicating there are now two inventions based upon the claim amendments filed in the last amendment. Specifically, the application has been restricted to two groups: the first group comprising claims 1-5 and 7-14 while the second group comprises claims 15-18. In that the invention in claims 1-5 and 7-14 was originally examined, these claims were indicated as now provisionally elected. Further, claims 1-14 were rejected under 35 U.S.C. § 101 as being drawn to non-statutory subject matter. Claims 1-5 and 7-14 were rejected under §112(1) as containing subject matter which was not described in the specification in such a way as to reasonably convey that the inventors had possession of the claimed invention. Finally, claims 1-5 and 7-9 and 10-14 were again rejected under § 102(e) as being anticipated by Merriman et al. and d'Eon et al.

As noted in the previous response, the present invention is a system and method for measuring user interaction within a defined space. This space may be advertisement space on a web page of a web site on the Internet. The system includes at least one server in communication with a network site including one or more defined spaces with each space having a predefined display area. A user computer selectively records interaction data relative to cursor placement and duration on a specifically defined space on the display area. This interaction data is then transmitted to the server hosting the defined space. The invention is novel in that it records not only cursor position but also the time, i.e., duration, in which the cursor remains in some predetermined display location.

The previous amendment filed in the under 37 CFR 1.116 regarding the rejections under §§ 101, 102, 103 and 112 applies to this Request for Continued Examination and is herein incorporated by reference. Accordingly, this application is now believed to be in proper form for allowance. An early notice thereof is respectfully requested. No amendment made was related to the statutory requirements of patentability unless expressly stated herein. No amendment made was for the purpose of narrowing the scope of any claim, unless Applicant has argued herein that such amendment was made to distinguish over a particular reference or combination of references. As always, should the Examiner have any comments or suggestions that would expedite the allowance of this application, he is respectfully requested to telephone the undersigned.

Applicants:
Appln No.:
Filed:
Page 9 of 9

Sivakumar Muthuswamy et al.
09/472,927
12/27/1999

Examiner: Gravini, Stephen Michael
Group Art Unit: 3622
Atty. Docket: CM01363L

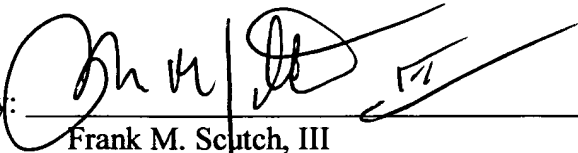
Please charge any additional fees associated with this amendment, including any extension of time fees, and credit any overpayments to Deposit Account No. 50-0223. A duplicate original of this sheet is enclosed.

Respectfully submitted,

Dated: 9/24/2003

SEND CORRESPONDENCE TO:

Miller, Johnson, Snell & Cummiskey, P.L.C.
250 Monroe Avenue, N.W., Suite 800
Post Office Box 306
Grand Rapids, Michigan 49501-0306
Customer Number: 20576

By: 
Frank M. Scutch, III
Attorney for Applicants
Reg. No. 34,484

Telephone: 616.831.1777
Fax No.: 616.988.1777
Email: scutchf@mjsc.com

#772462